

TEAM NORFOLK



Winter Weather '15
February 16-20





Weather / Impact Summary

NWS Observations:

3.6" Snow
(last year = 1')

Temps

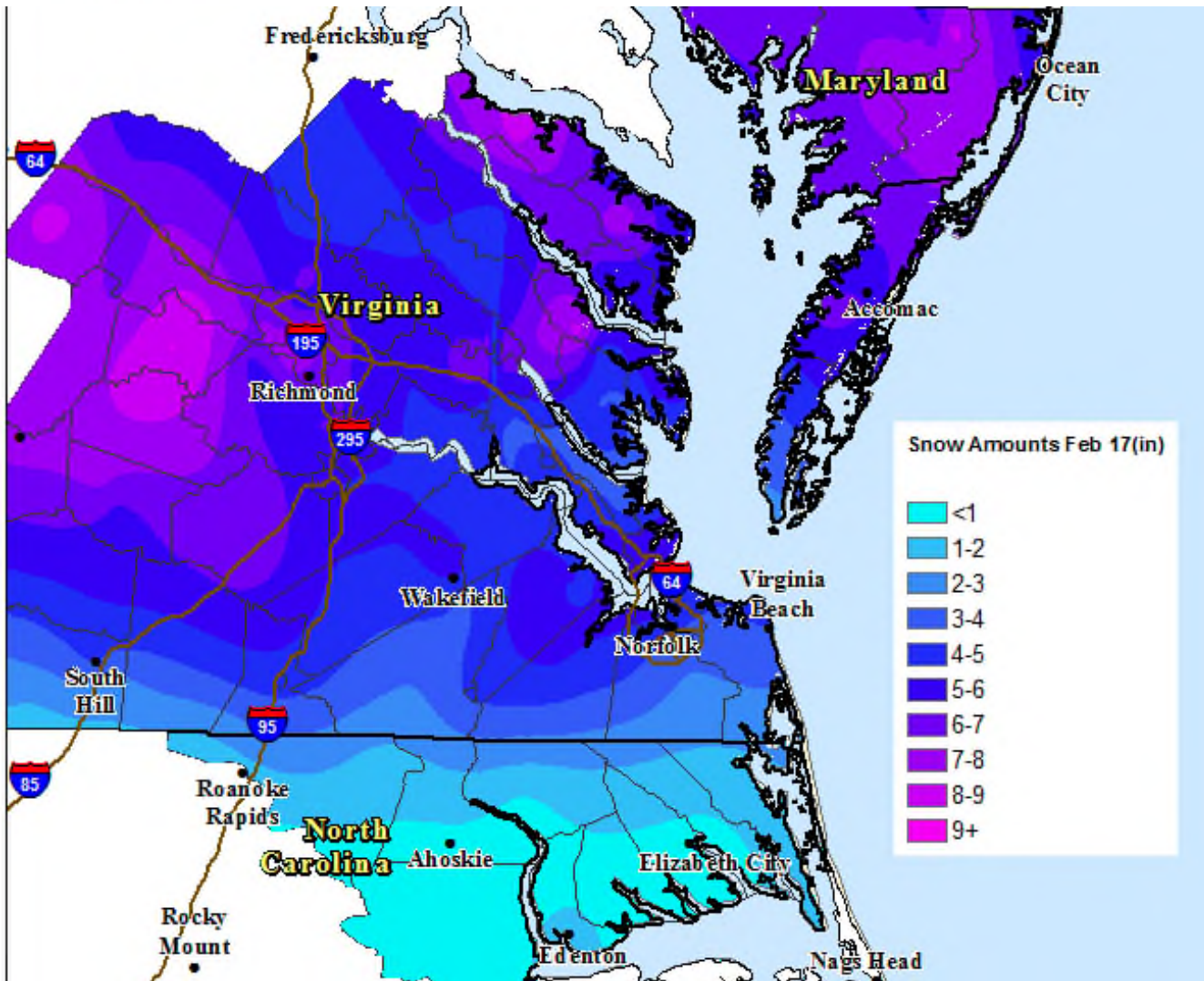
-8 degrees

Power Outages

Minimal

Vehicle Accidents

*60 Without Injuries
4 With Injuries*



Chronology

Sunday, February 15

- Governor Announces VDOT in High Response Mode in Preparation for the storm.
- Team Norfolk EOC Conference Call (6:30pm)
 - Focus on Homeless / Warming Shelter

Monday, February 16 (President's Day)

- Warming Shelter Opened @ Maury HS (7am)
- Team Norfolk EOC Conference Call (9am)
- Governor Declaration of Emergency (3pm)
- Team Norfolk EOC Conference Call (1pm)
- Team Norfolk EOC Conference Call (7pm)

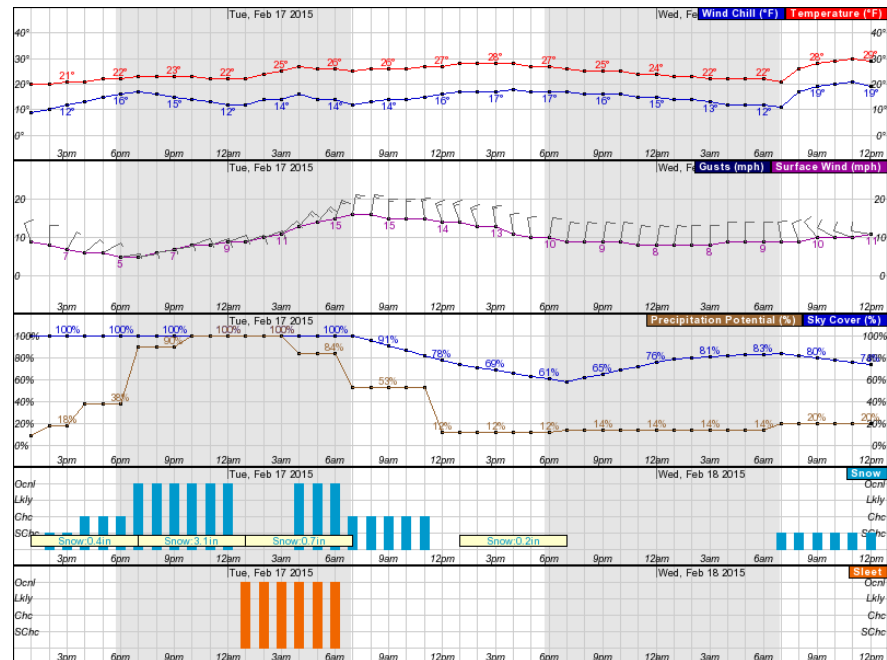
Tuesday, February 17

- City and Public Schools Closed
- Snow Buddy Program Implemented
- Team Norfolk EOC Conference Call (9:30am)
- Team Norfolk EOC Conference Call (3pm)

Wednesday, January 29

- City Delayed ; Public Schools Closed
- Team Norfolk EOC Email Update

Winter Storm: January 28th-29th	
Significant Events	
1519 EOC Director jedick 02/01/2014 16:49:57	PUBLIC WORKS UPDATE Today we were able to finish everything, primary and secondary routes, downtown, along with all the schools are complete. We also responded to a number of "special" requests. Shutting down operation at 6pm, no need for a crew to come in tomorrow. We had 190 tons of salt delivered today. General Information: Primary routes cover more than 600 lane miles and Secondary routes cover more than 100 lane miles.
1618 EOC Director jedick 01/31/2014 23:23:01	INITIAL DAMAGE ASSESSMENT VDEM looking for aggregate data and estimates to determine what can be offered or may be eligible for possible Presidential declaration / public assistance. The threshold for expenses under the snow emergency is \$4.00 per capita, based on the 2010 census. VDEM show the census for Norfolk to be 242,803 = \$971,000. Please be able to provide a ballpark estimate Monday for any costs associated with this incident (i.e. damages incurred; snow removal, deicing, salting, snow dumps, and sanding of roads and other eligible facilities, as well as search and rescue, sheltering, and other emergency protective measures).
1617 DEPARTMENT - Emergency Management anahane 01/31/2014 20:18:07	NORFOLK EOC: TEAM NORFOLK - ROADS UPDATE Summary: The combination of plowing/spreading operations and the warmer temperatures were very effective today. 70 percent of the Secondary routes are 100 percent complete. The remaining 12 routes are between 70-75 percent complete. All but two of the Primary routes are 100 percent complete with the remaining two at 85 percent complete. Crews also plowed/cleared main access routes, lot entrances, and bus drop off locations at 22 of the 46 Norfolk public schools. (School parking lots were not plowed.) Downtown 100 percent complete. Crews also responded to a number of "special" requests. Crews tomorrow will complete all remaining Primary and Secondary routes, the remaining schools, and address flooding issues created by melting snow.



Not shown: Nixle messages, email updates, VEOC Situation Reports and WebEOC posts.

Command & Control

- Emergency Operations Center Virtual Activation
 - Use of WebEOC
- Regularly Scheduled Conference Calls
- Regular Communications with Norfolk Public Schools, Navy, Higher Education and more.
- Regular Policy Group meetings
- 3 Key Areas of focus: Roads, Sheltering and Communication



Roads

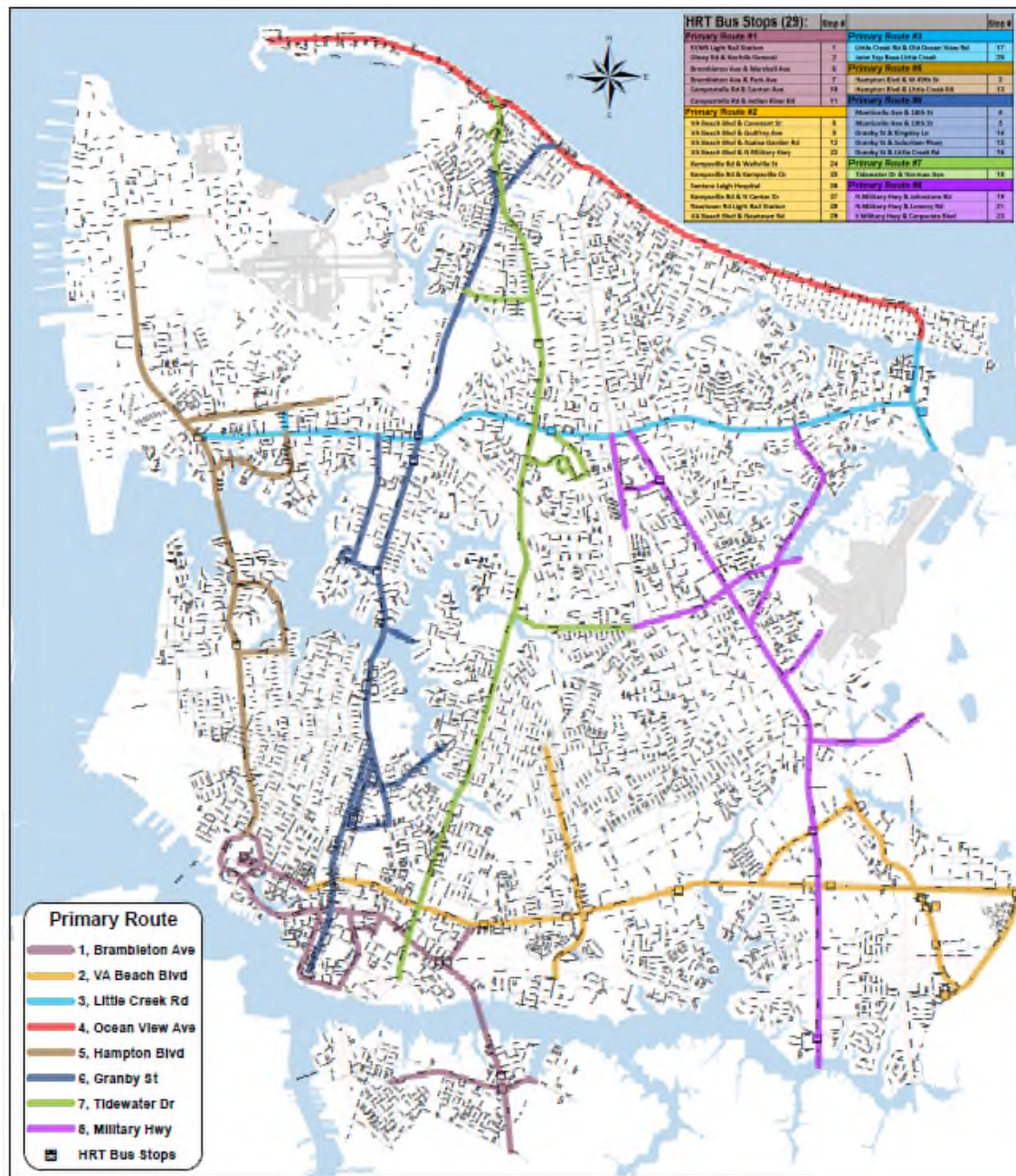
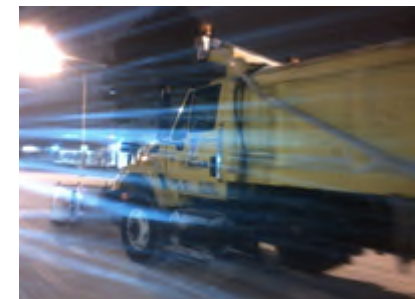
- Lead Agency: Public Works, Division of Operations
 - 66 personnel
 - 9 plow/spreader combinations
 - 5 spreader only and 8 plow only for a total of 22 trucks
 - 7 pick-up plows
 - 5 front-end loaders
 - 7 backhoes
 - Contractor Support



Primary Routes:

8 Routes (*versus 14*): 352 lane miles

- in line with HRT bus routes
- in line with NPS bus routes



Primary Snow Routes



Secondary roads:

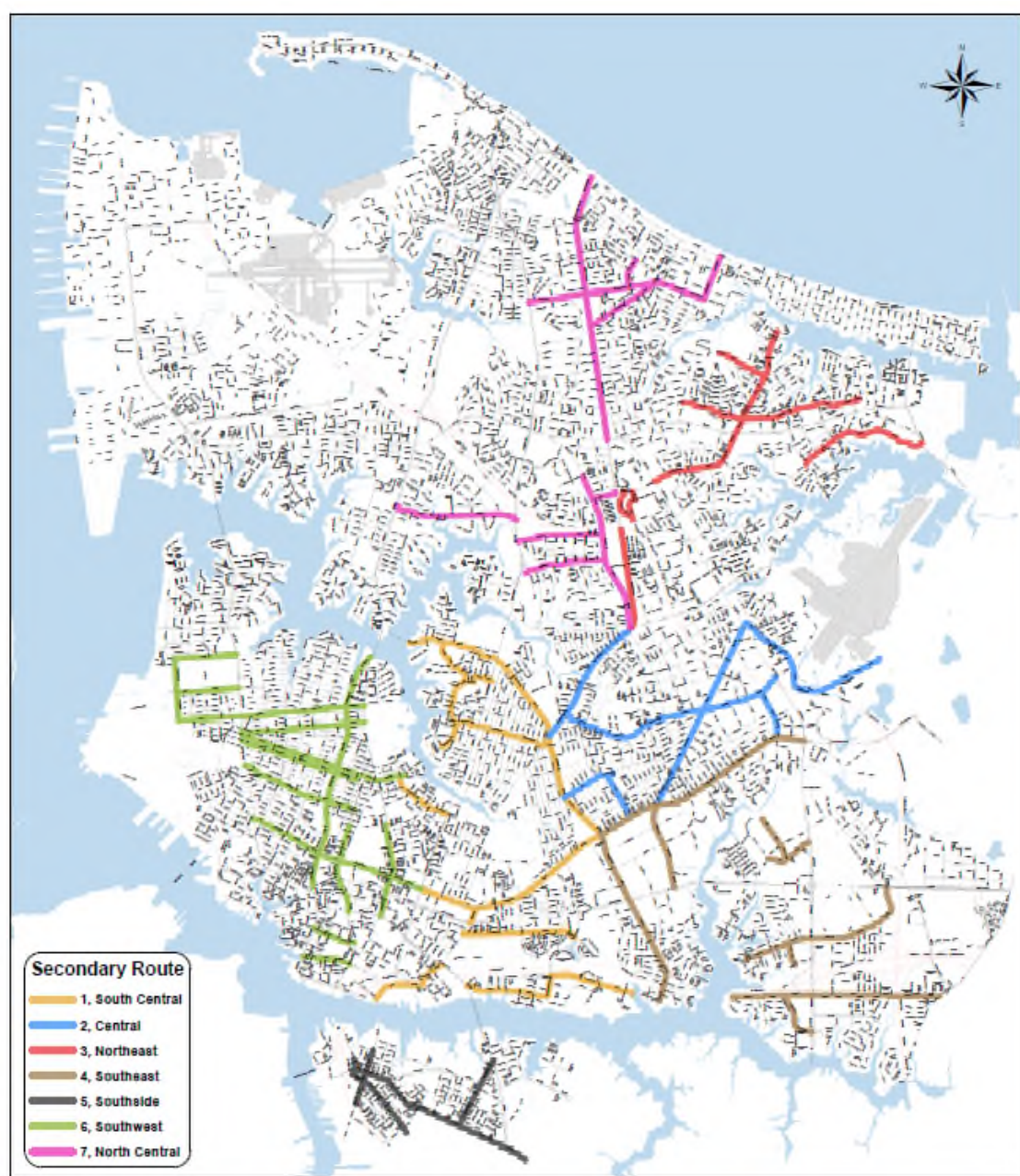
7 Routes, 182 lane miles



Sand = 433.76 Tons

Salt = 933.73 Tons

Ice Melt = 140 Boxes



Secondary Snow Routes

Facilities



Lead Agencies:

- **Public Works**
 - Critical Facilities (Police, Fire, Hospitals...)
- **General Services**
 - Parking Garages
 - Fleet – Very quick turn-around for vehicle repairs
 - Fuel –No issues.
- **Recreation Parks & Open Space (RPOS)**
 - City facility entry sidewalks
 - Libraries and Rec Center main entrances and parking lots



Supporting Agencies:

- **Public Utilities** – Assisted w/ Parking lots and other areas.
- **Sheriff's Workforce** – Clearing sidewalks at schools; helped out tremendously at City Hall Civic Complex , downtown, Scope, MacArthur Mall sidewalks, and other areas.
- **GCA** - areas immediately around City buildings (shoveling and/or deicing)



N O R F O L K
Department of Human Services



Sheltering and Mass Care



Norfolk Emergency Shelter Team (NEST): Consortium of faith/community partners who provide meals and shelter to homeless single adults for overnight accommodations in the Winter.

Salvation Army provided emergency shelter to single men and day shelter for anyone in need.

Union Mission provided support to homeless singles and families during day and overnight.

Monday: Maury High School opened as a Warming Shelter from 7am-8pm

Served over 60 individuals through the day to prepare for the next 3 days/overnights

Shelter staffed by DHS, CSB, NPD, and School Personnel

Operation Blessing Provided several meals through the day

High school & college teams practiced basketball, providing entertainment

Monday Night: NEST shelters accommodated most; Salvation Army and Union Mission the rest.

Tuesday & Wednesday: Salvation Army took over day shelter provision at their 19th Street location and NEST provided overnight shelter, with overflow to Salvation Army & Union Mission

High level of constant communication and coordination of delivery of city, non-profit, and voluntary services. Services returned to normal on Sunday.



Norfolk Public Schools
NATIONALLY RECOGNIZED. GLOBALLY COMPETITIVE.

CSB Maintained all
24/7 Operations



Public Information

Norfolk.gov

13 Current Topics mini-newsletters on front page of website (including info on frozen pipes, snowplow routes), plus supplemental pdf documents with additional information. Monitor WebEOC to determine emphasis depending on calls coming into IMPACT (for instance, putting photo of trash can along with headline to emphasize trash schedule).

- Prepared 25+ storm, weather-related news items for NorfolkTV (TV48) news ticker; continuously update information.
- Placed news updates from Lori; sought additional information for front page of web; placed cancellation notices from venues
- Daily update for employee emergency info line.

Monday 2/16 – Thursday 2/19

	Pageviews	Unique Pageviews
Norfolk.gov	88,098	67,945
Waste Mgmt	1,308	782
Snow Routes	960	687

2 Weeks Prior: Mon. 2/2 – Thurs 2/5

	Pageviews	Unique Pageviews
Norfolk.gov	102,082	76,091
Waste Mgmt	234	153
Snow Routes	0	0

Tuesday 2/17 – Friday 2/20

	Pageviews	Unique Pageviews
Norfolk.gov	96,064	72,582
Waste Mgmt	1,395	832
Snow Routes	778	563

2 Weeks Prior: Tues 2/3 – Fri 2/6

	Pageviews	Unique Pageviews
Norfolk.gov	97,165	72,306
Waste Mgmt	215	136
Snow Routes	0	0

Media / Social Media

- **8 Press Updates / Releases from Sunday-Friday**
- **73,800 Twitter Impressions during Storm Period**
 - New Followers: 160
 - Total Followers: 6,775
- **Facebook at Highest Reach at 7,393**
 - New Page Likes: 84
 - Total Page Likes: 6,226





IMPACT Call Center

Received 2,228 weather-related telephone calls, 48 emails, 37 iPhone requests, 16 voicemails and 68 online requests = **2,397 inquiries / requests**

- Top 5 Calls:**
1. Will Waste Management pick up my trash tomorrow?
 2. When will make-up trash collection occur?
 3. When will my recycling be collected?
 4. What are the Courts hours of operation?
 5. Parking-related issues (metered parking/on-street parking/garages)



"Snow Buddy" Program



#SharingWarmth: Helping others weather the storm



Nearly 5100 "Likes" on FB!!

**City of Norfolk Government**

February 16 at 7:09pm · Edited ·

Operation Blessing International & City of #norfolkVA will activate "Snow Buddy" Program for a second year to help residents who need snow removal but do not have the resources or ability to do so

For Residents Needing Help: 757.274.8650

Local volunteer hotline: 757.374.0944 ... [See More](#)



5,076 people reached

Boost Post

Like · Comment · Share · 51 3 45

5,076 People Reached**152** Likes, Comments & Shares**101**

Likes

51

On Post

50

On Shares

6

Comments

3

On Post

3

On Shares

45

Shares

45

On Post

0

On Shares

246 Post Clicks**79**

Photo Views

0

Link Clicks

167

Other Clicks

**Helped over 115
vulnerable residents!!!**

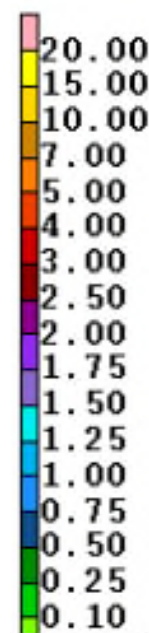
Public Assistance?

- The threshold for federal assistance for all disasters is \$3.56 per capita, based on the 2010 census. **242,803 = \$864,379 (DPW cost = \$177,585)**
- Also must be a “**near record**” snowfall (i.e. within 10% of the record snowfall) (According to National Weather Service, this storm not in Top 25.)

Last Update: Jan 2014 * This Product will be updated on an Annual Basis																
Top 10 LIST Norfolk, VA SNOW Data																
Period of Record: 1890/91- Present Averages/Medians: based on 1949/50-2010/11																
Rank	Seasonal		OCT		NOV		DEC		JAN		FEB		MAR		APR	
	Most Snow		Most Snow		Most Snow		Most Snow		Most Snow		Most Snow		Most Snow		Most Snow	
	Season	Amt (in.)	Year	Amt (in.)	Year	Amt (in.)	Year	Amt (in.)	Year	Amt (in.)	Year	Amt (in.)	Year	Amt (in.)	Year	Amt (in.)
1	1979-80	41.9	***	***	1891	6.7	1892	18.6	1966	14.2	1989	24.4	1914	14.0	1940	1.3
2	1935-36	37.7			1950	0.6	2010	17.8	1955	13.8	1980	18.9	1980	13.7	1964	1.2
3	1892-93	33.3			1912	0.5	1935	16.2	1893	13.7	1899	14.4	1912	12.1	1989	0.5
4	1988-89	24.9			*1938	0.4	1958	14.7	1940	12.7	1948	14.2	1927	11.0	2007	0.1
5	1947-48	24.7			*1987	0.3	1917	13.9	1962	11.9	1936	13.2	1934	10.8	(several)	T
6	1917-18	24.0			1893	0.2	1896	11.0	2014	11.5	1979	12.7	1947	9.5		
7	1939-40	22.9			*1947	0.1	1942	7.7	1965	10.6	1996	11.0	1960	7.9		
8	2010-11	21.8			(several)	T	1904	6.5	1939	9.4	1895	10.8	1974	7.5		
9	1913-14	21.7					2004	5.5	1980	9.3	1904	10.2	1926	6.9		
10	1911-12	21.3					1962	4.5	*1973	9.1	1937	9.8	1910	6.0		
AVG	7.0"		0.0"		T		0.8"		2.7"		2.4"		0.7"		T	
Med	5.1"		0.0"		0.0"		T		1.0"		0.8"		T		0.0"	

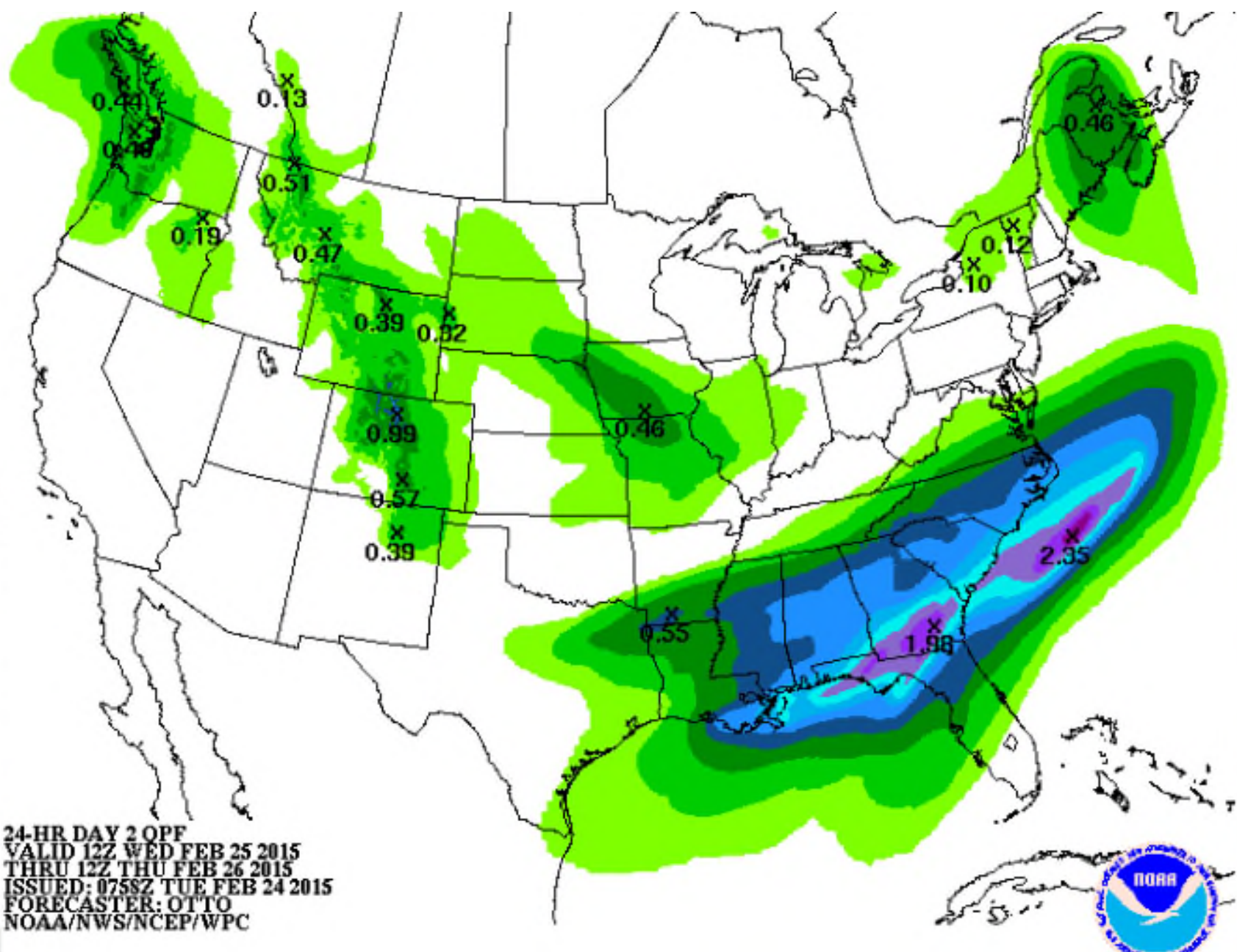
Next Steps

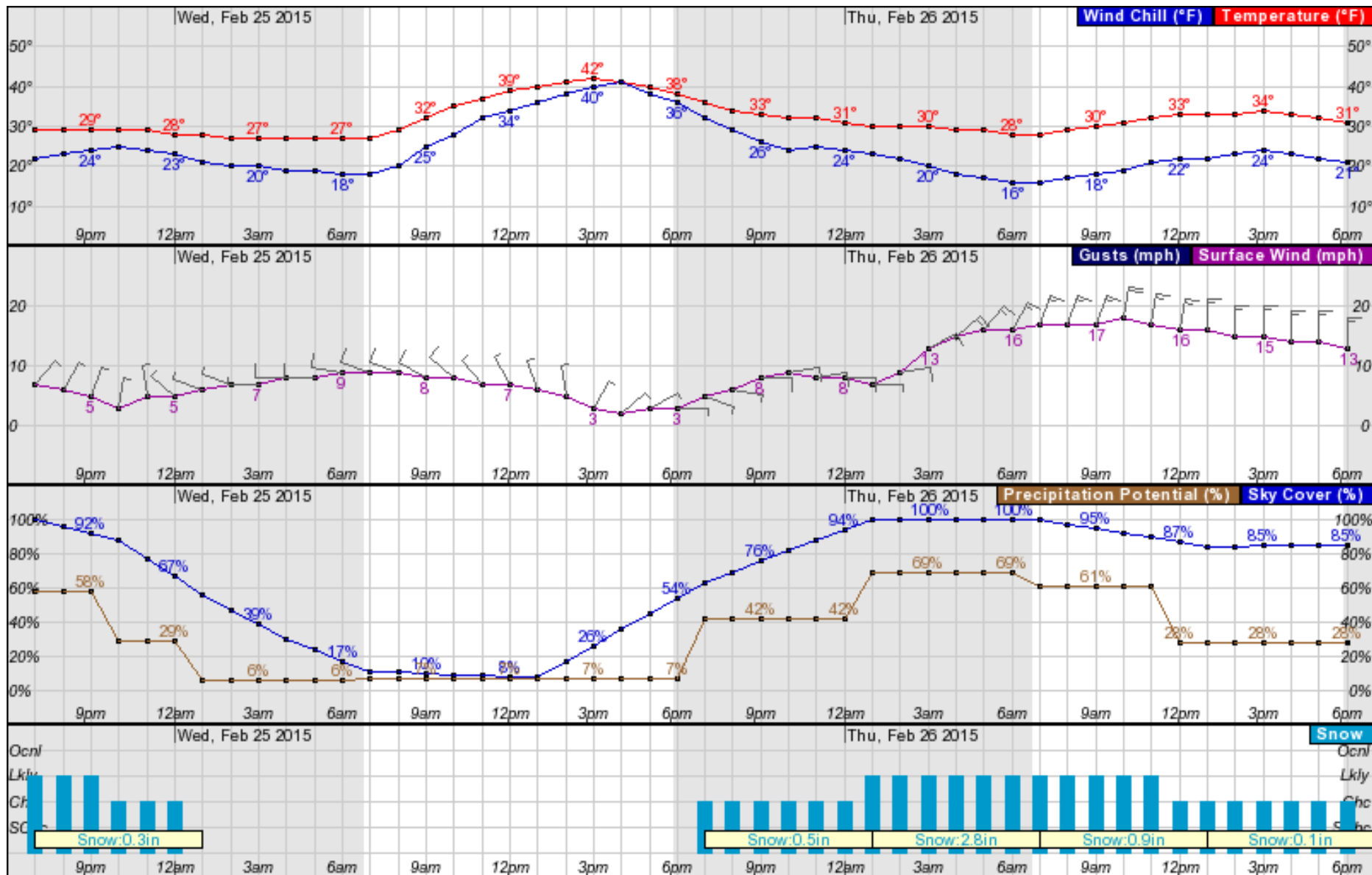
- **After Action Report / Plan Improvements**
- **Follow-up meetings**
 - *Shelter Strategy (3/2/15)*
 - *Communication of road status updates (3/4/15)*
- **Mitigation Plan Update Mtg**
 - *March 13 at 6:30pm @ Slover Library*
- **Prepare for more winter weather...**
 - *Team Norfolk Conference Call 2/25 @ 1100*



php#rain

24-HR DAY 2 OPF
VALID 12Z WED FEB 25 2015
THRU 12Z THU FEB 26 2015
ISSUED: 0758Z TUE FEB 24 2015
FORECASTER: OTTO
NOAA/NWS/NCEP/WPC





TEAM NORFOLK



EMERGENCY OPERATIONS

757-441-5600

